



Sales Development Case Study

PREPARED BY CIENCE TECHNOLOGIES, INC





About InnerSpace

InnerSpace's platform uses internet-of-things (IoT) and artificial intelligence (AI) technology to offer analytics, insights, and to predict future behaviors of how people will use indoor spaces. It also utilizes that data to create consumer and employee mobile apps and software that is designed to inform people about the services available in buildings, such as finding available meeting rooms and desk space, nearby amenities, and offering turn-by-turn directions to find those services.



Jason Gamblen

Founder & Chief Revenue Officer

Industry

Information Technology & Services

Website

innerspace.io

Challenges and Scope

ICP: VPs or Director of Workplace of large companies in various industries.

Product: An AI technology platform for indoor spaces.

CIENCE Technologies coordinates the lead generation efforts for B2B company, InnerSpace. After researching appropriate industries and clients, they conduct cold-outreach campaigns to scale sales development activity, and function as a sales development resource for scheduling top-of-funnel demo meetings.

Why CIENCE

InnerSpace was first contacted by one of CIENCE's competitors. While unimpressed with the competition, this encounter gave them the idea of engaging a lead generation service. Jason Gamblen, Founder & Chief Revenue Officer of Innerspace, first reached out to several companies before being referred to CIENCE by his mentor. Innerspace signed on in December 2018. Since then, Jason says he has been continually impressed by CIENCE's turnkey service, remarkable process, and great success in generating leads.

RESULTS

Praising them as highly adaptive, Jason says of CIENCE, *"Hiring internal staff to replicate their services within my team would have required significantly more time and cost without the scalability CIENCE Technologies offered. They help us reach new verticals quickly and easily. We can build the average campaign in a matter of weeks for each different customer segment, which would have been incredibly challenging to do internally."*

With their help, InnerSpace was able to engage one of the largest companies in the world as their customer. Not only was that 6-figure contract their first success story, but it was signed in the very first month of partnering together.

Jason sums it up nicely: *“As a partner, they’ve integrated themselves so well within our company that very little distinguishes them from full-time members. Outsourcing something as sensitive and critical as our sales process can be quite challenging and risky, but they’ve made it seamless for both our team and our potential customers.”*

CIENCE’s Evaluation

Overall Score | ★ ★ ★ ★ ★

Scheduling | ★ ★ ★ ★ ★

Cost | ★ ★ ★ ★ ★

Quality | ★ ★ ★ ★ ★

NPS | ★ ★ ★ ★ ★





548 Market St #99737
San Francisco CA
94104-5401 US

+1 (949) 424-2906
hello@cience.com
www.cience.com